

THE BOSWORTH GROUP

FAST FACTS

LOCATION:

Charleston, South Carolina

113 Wappoo Creek Drive, Suite 3
Charleston, SC 29412

PHONE: 843-795-7944

WEBSITE: www.thebosworthgroup.com

SOCIAL MEDIA LINKS:

www.facebook.com/thebosworthgroup
plus.google.com/+TheBosworthGroupCharleston/about
www.youtube.com/c/TheBosworthGroupCharleston

FOUNDED: 1984

OWNERSHIP: 100% privately owned

PEOPLE:

Core team of 7 veteran marketing, advertising, public relations & interactive strategists

MANTRA:

Run the Risk of Being Noticed

MARKETING EXPERTISE:

Automotive
Aviation
B2B
Consumer Products & Services
Franchise & Multi-Unit Retailers
Healthcare, Hospitals & Medical Group Practices
Hotels, Hospitality & Fine Dining
Medical Devices
New Product Introductions
Real Estate Developments
Travel and Tourism
Wellness & Fitness

CONTACTS:

Kent Bosworth, President & CEO
kent@thebosworthgroup.com

Katy Waronsky, Director of Client Services
katy@thebosworthgroup.com

SERVICES & CAPABILITIES:

Advertising strategies, plans & campaigns
Branding — naming, positioning, building, re-building
Brochures & Sales Promotion Materials
Copywriting, scripts, lyrics
Corporate identities — logos, stationery, signage
Dealer aids & co-op programs
Design & illustration
Digital advertising
Direct mail, direct marketing
Distribution plans
Franchising, licensing
Interactive marketing
Marketing strategies & plans
Media planning, selection, purchase, scheduling
Music for commercials, meetings, tradeshow
New product development, testing & introduction
Outdoor, transit advertising
Radio commercials
Research — market, product & consumer
Sales meetings, speechwriting
Spokespersons, models, actors, endorsements
Strategic Planning, strategy development
Packaging
Photography & cinematography
Point-of-sale, trade booth displays
Promotions & events
Public relations & publicity
Magazine & newspaper advertisements
Motivation, incentives & rewards
Social Media
Television commercials
Videos
Website design, development & SEO

CLIENT LIST:

Available upon request